

Fig. 1

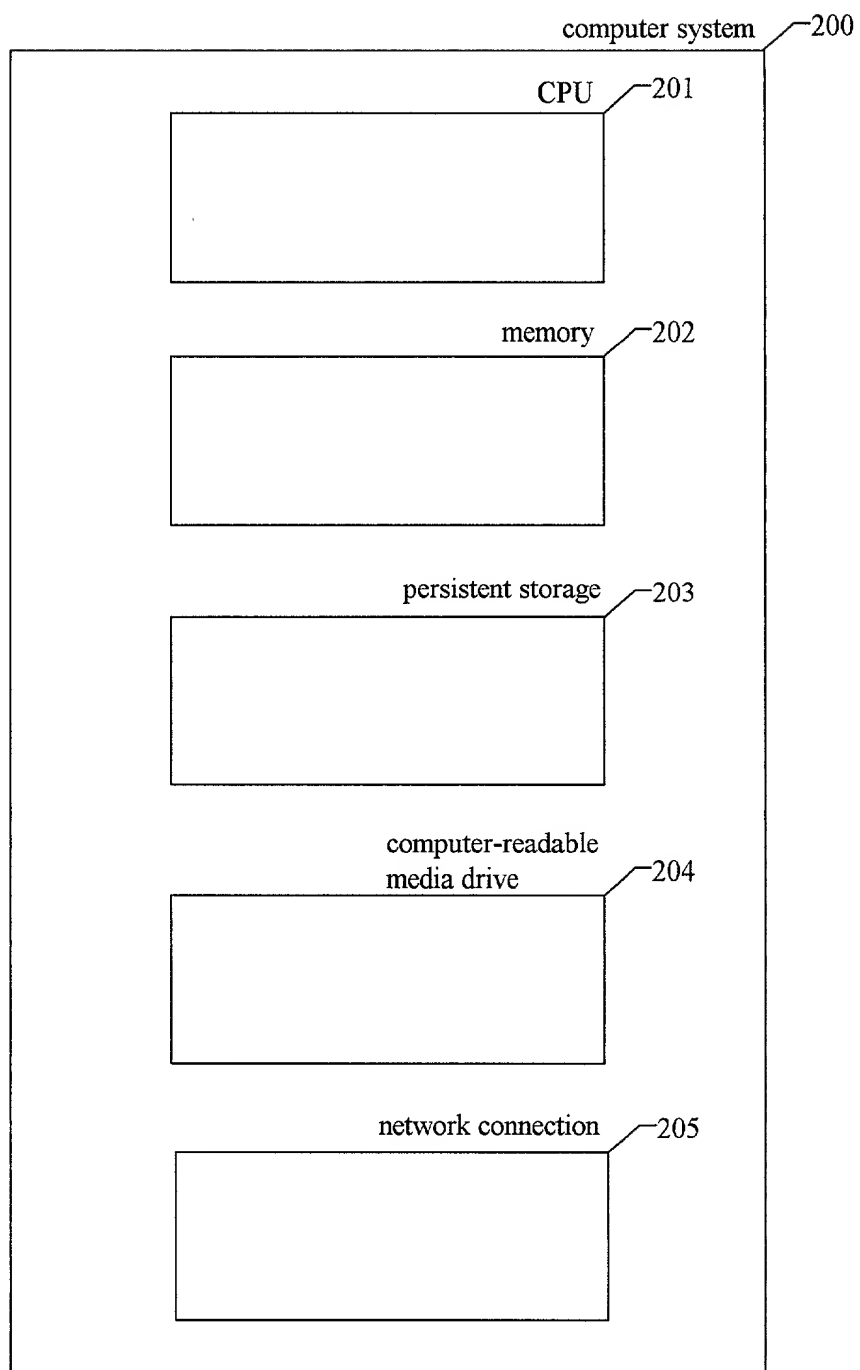


Fig. 2

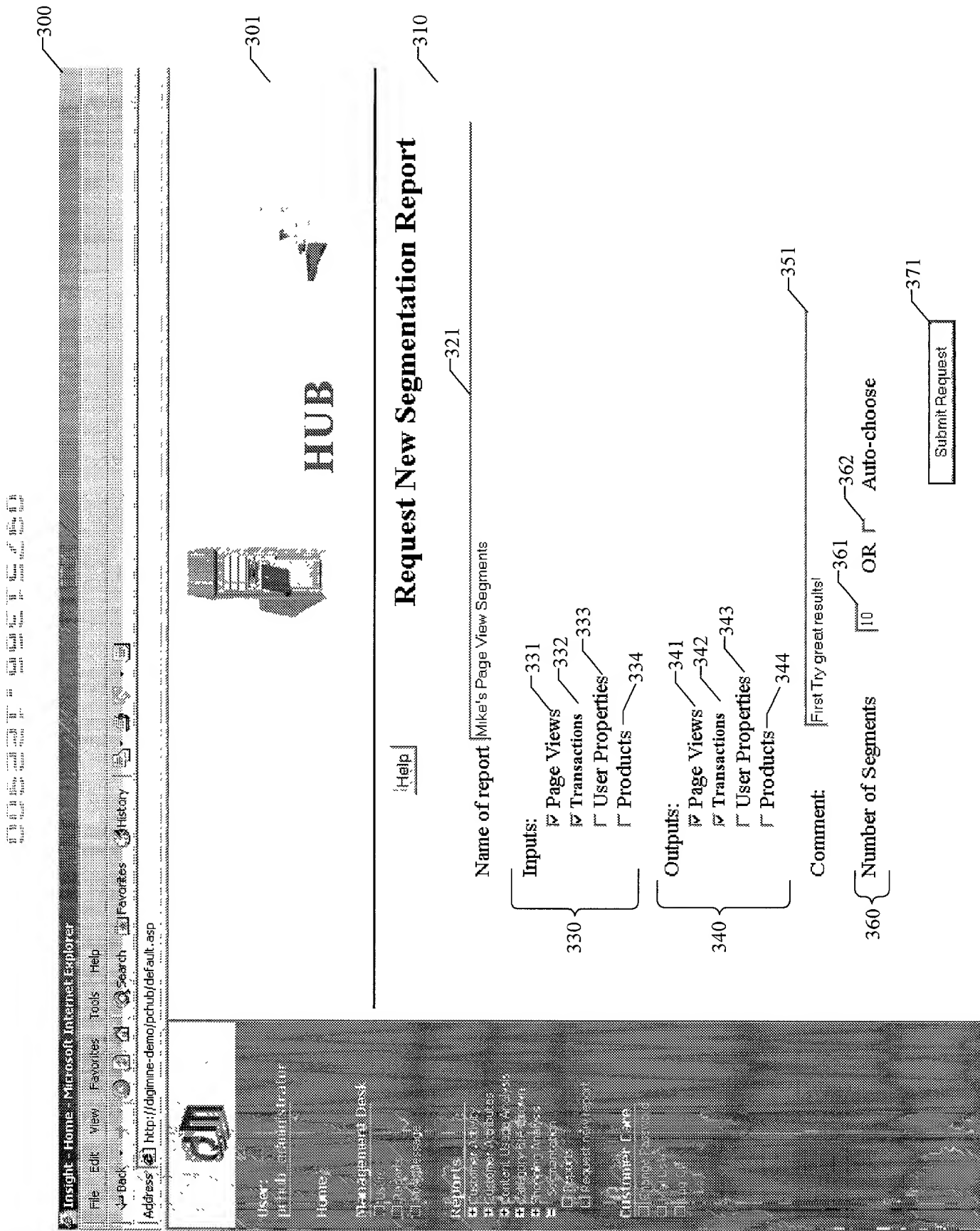


Fig. 3

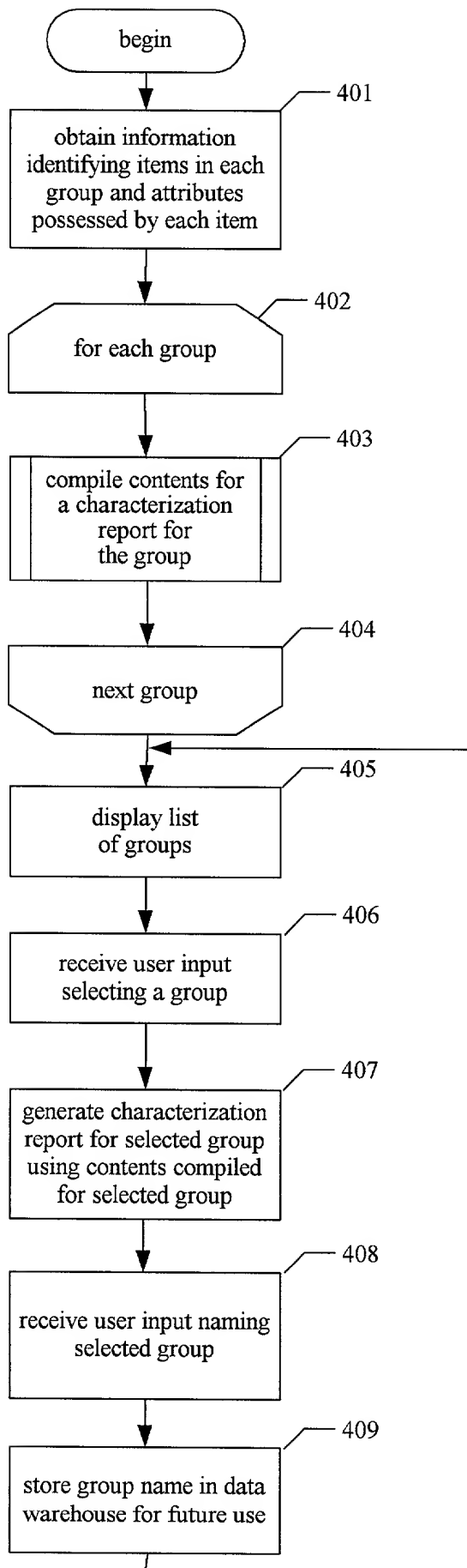
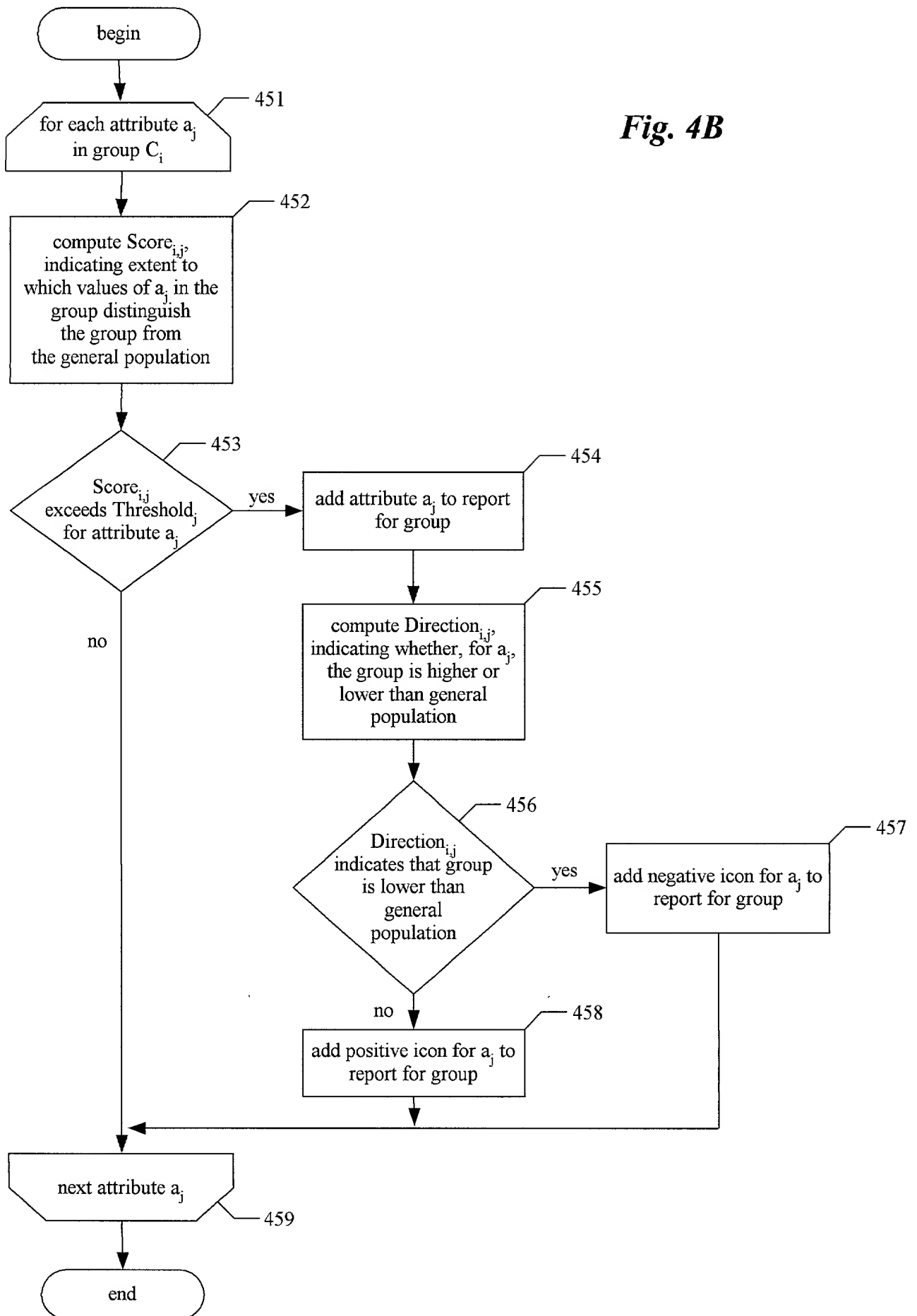


Fig. 4A

Fig. 4B



	501	502	503	User Group Table	500
	Group	User ID	User Attributes		
			⋮		
510	3	5	PurchasedAnyProduct, PurchasedAdventureGame		
511	3	16	PurchasedAnyProduct, PurchasedDrivingGame		
512	3	63	PurchasedAnyProduct, PurchasedAdventureGame		
513	3	64	PurchasedAnyProduct, PurchasedAdventureGame		
515	3	65	PurchasedAnyProduct, PurchasedAdventureGame, PurchasedDrivingGame		
515	3	67	ViewedHomePage		
516	3	69	PurchasedAnyProduct, PurchasedAdventureGame		
517	3	84	PurchasedAnyProduct, PurchasedDrivingGame		
518	3	89	PurchasedAnyProduct, PurchasedAdventureGroup, PurchasedDrivingGame		
519	3	90	PurchasedAnyProduct, PurchasedAdventureGame		
520	4	6	PurchasedAnyProduct, PurchasedAdventureGame, ViewedHardDrivePage		
521	4	7	ViewedPage, ViewedHardDrivePage, ViewedNetworkCardPage		
522	4	26	ViewedHardDrivePage, ViewedNetworkCardPage		
523	4	44	ViewedRacingGamePage, ViewedNetworkCardPage		
524	4	46	CheckedOrderStatus, ViewedHardDrivePage, ViewedNetworkCardPage		
525	4	52	ViewedHomePage, ViewedNetworkCardPage		
526	4	55	ViewedHardDrivePage, ViewedNetworkCardPage		
			⋮		

Fig. 5

Attributes
Table








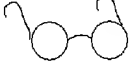


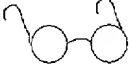


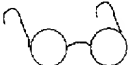


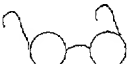


Attribute	Threshold	Icon ID	Positive Icon Image	Negative Icon Image
ViewedHomePage	80	1		
CheckedOrderStatus	41	2		
PurchasedAnyProduct	50	3		
UsedCoupon	70	4		
ViewedAdventureGamePage	55	5		
PurchasedAdventureGame	55	6		
ViewedRacingGamePage	60	5		
Purchased Racing Game	60	6		
ViewedNetworkCardPage	72	5		
PurchasedNetworkCard	72	6		
ViewedHardDrivePage	71	5		
PurchasedHardDrive	68	6		

Fig. 6

	Cluster Membership	
Attribute a_j	In C_i	Not in C_i
True	a	b
False	c	d

Fig. 7

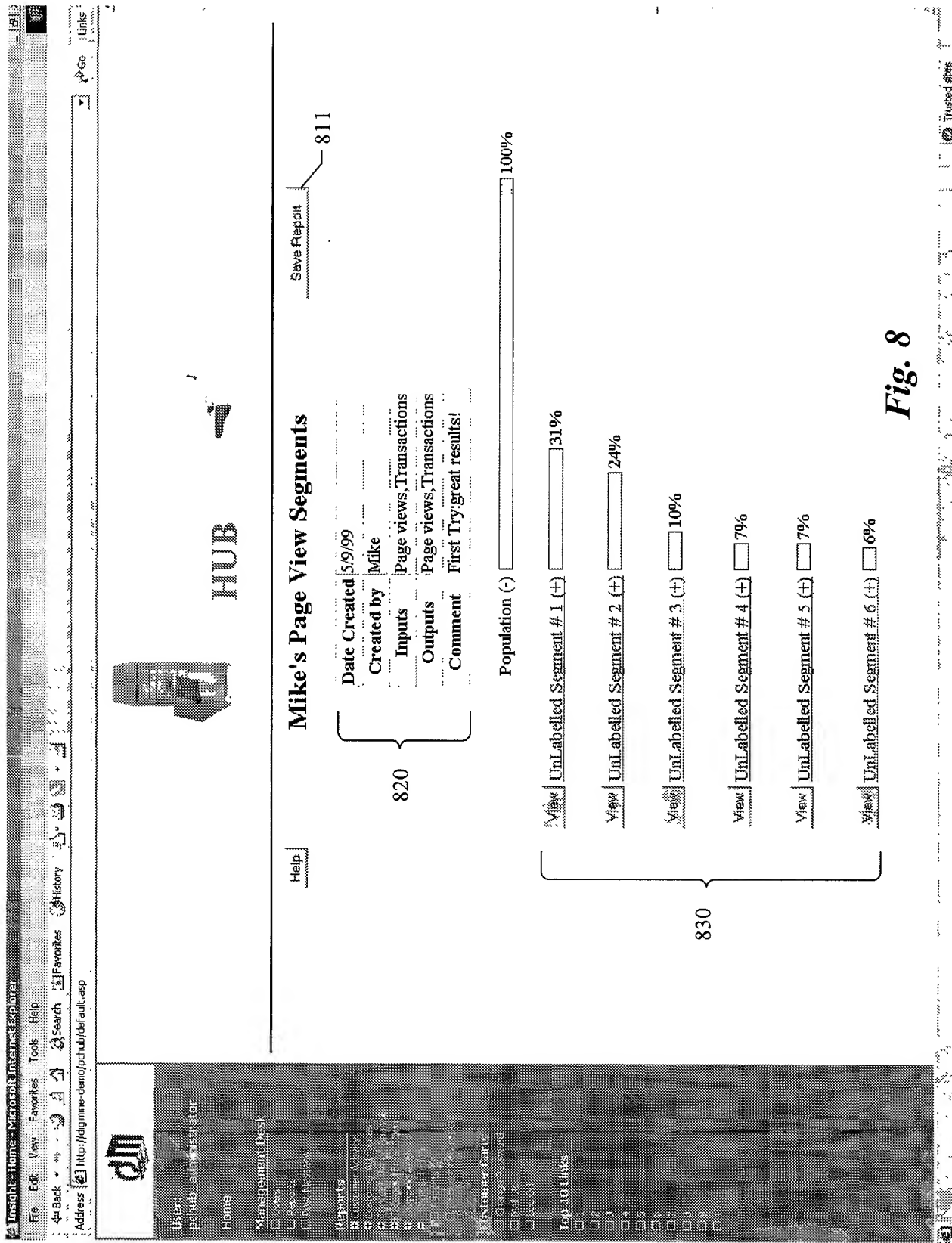
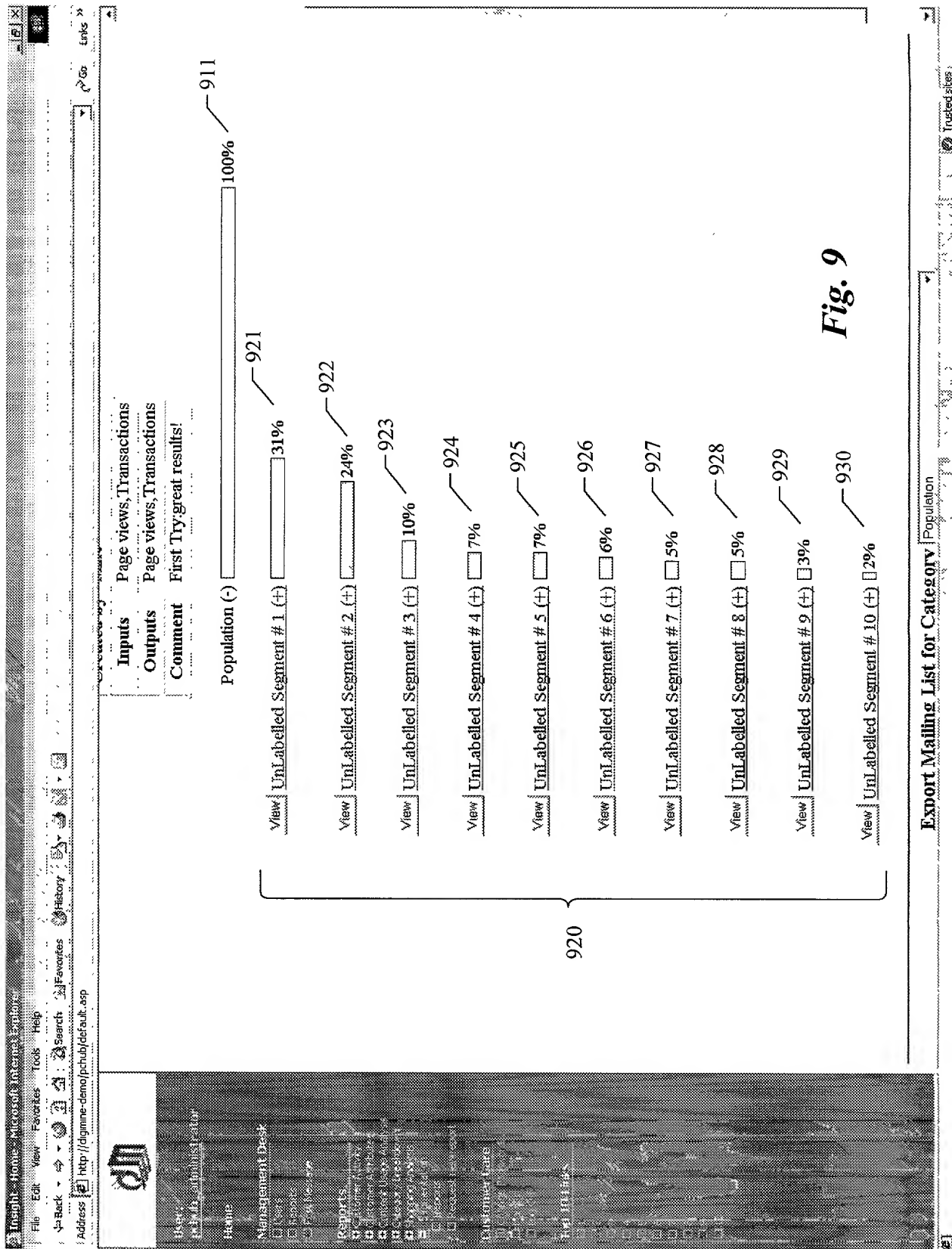


Fig. 8



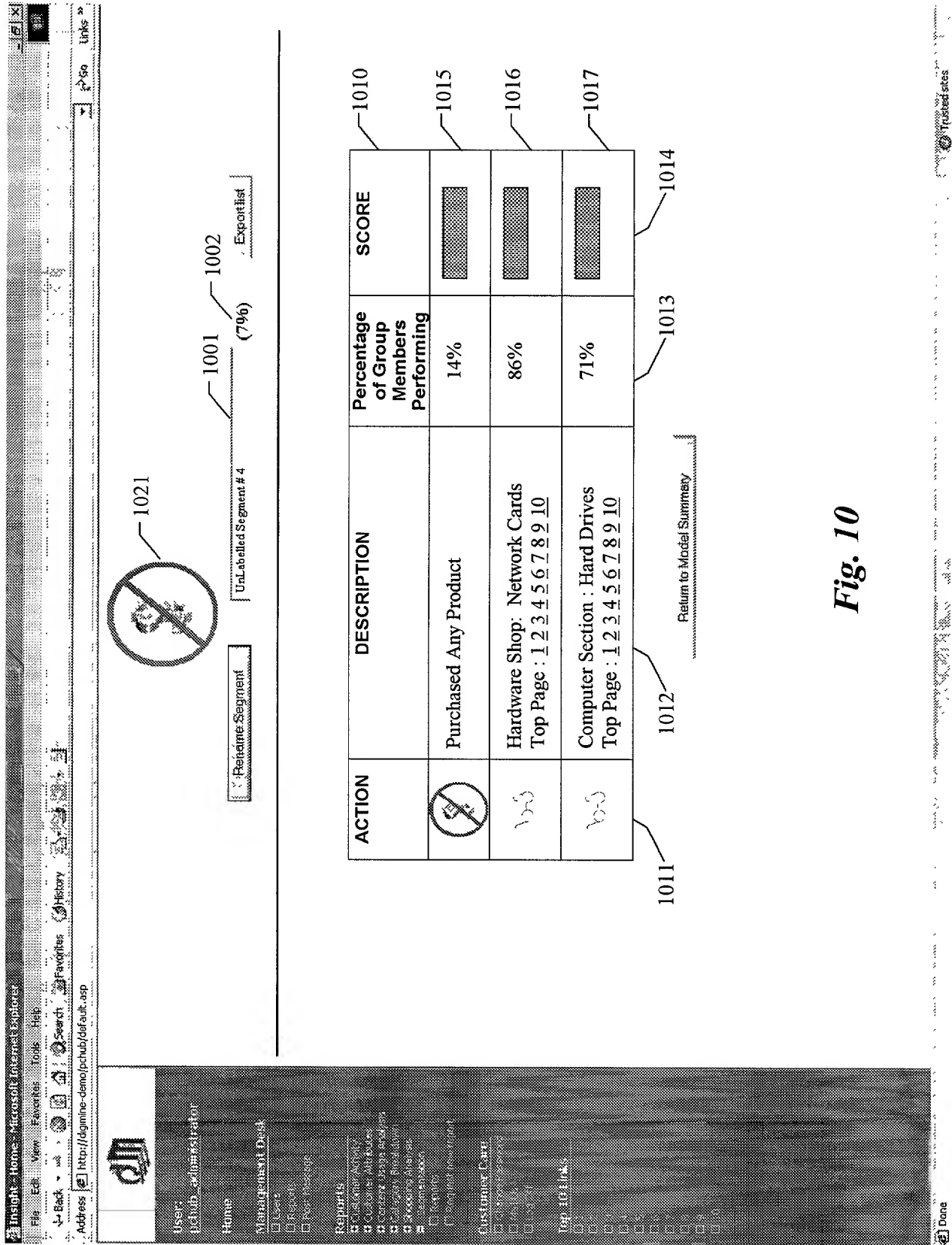


Fig. 10

Insight - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

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Smart One 56K Modem Voice Mail Speakerphone Caller ID	\$81.49
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- Content Usage Analysis
- Content Breakdown
- Shipping Analysis
- Registration
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- Change Password
- Help Us
- Top Off

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- Customer Service
- Search
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- Privacy Policy
- Terms of Service
- Site Map
- Feedback

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Fig. 11

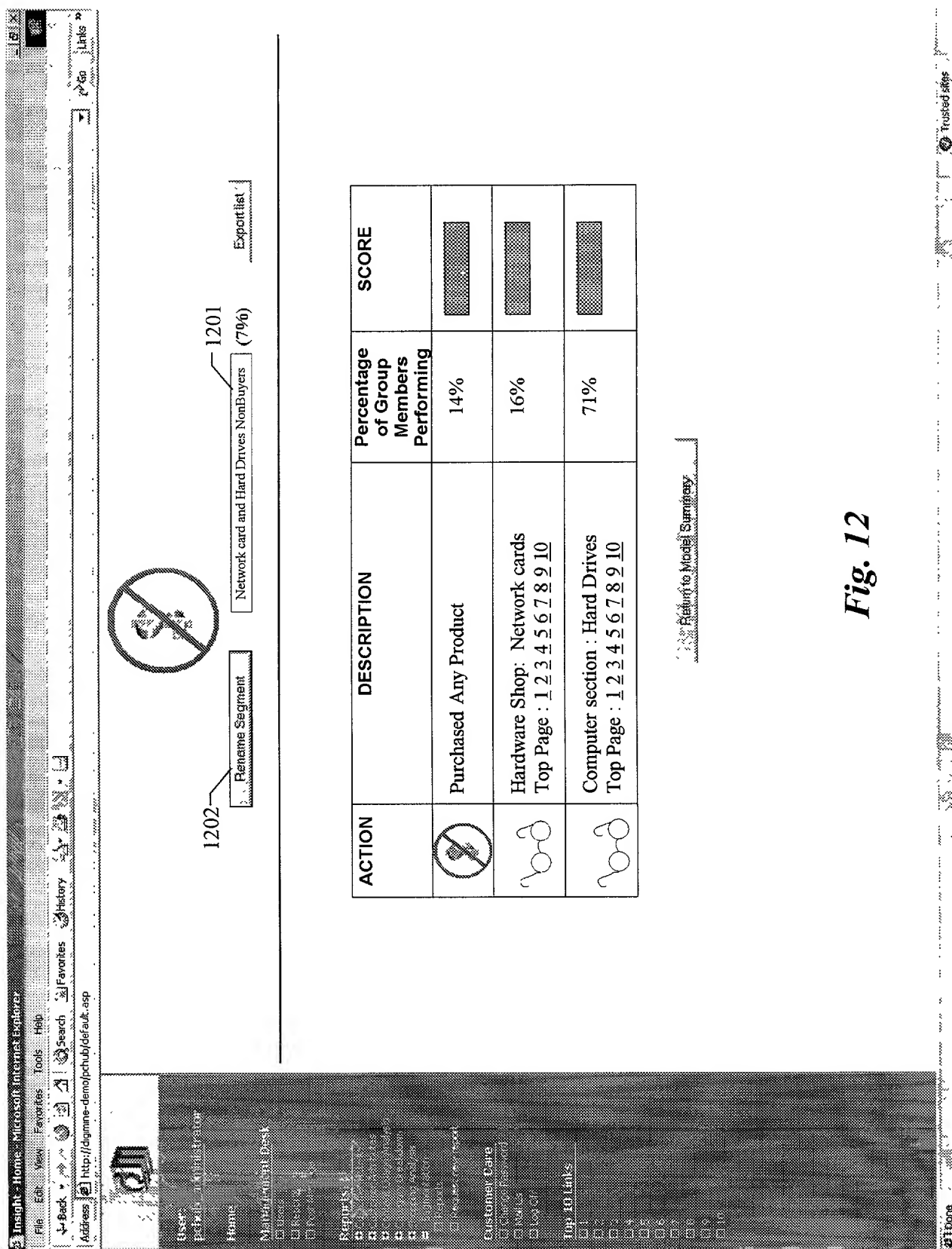
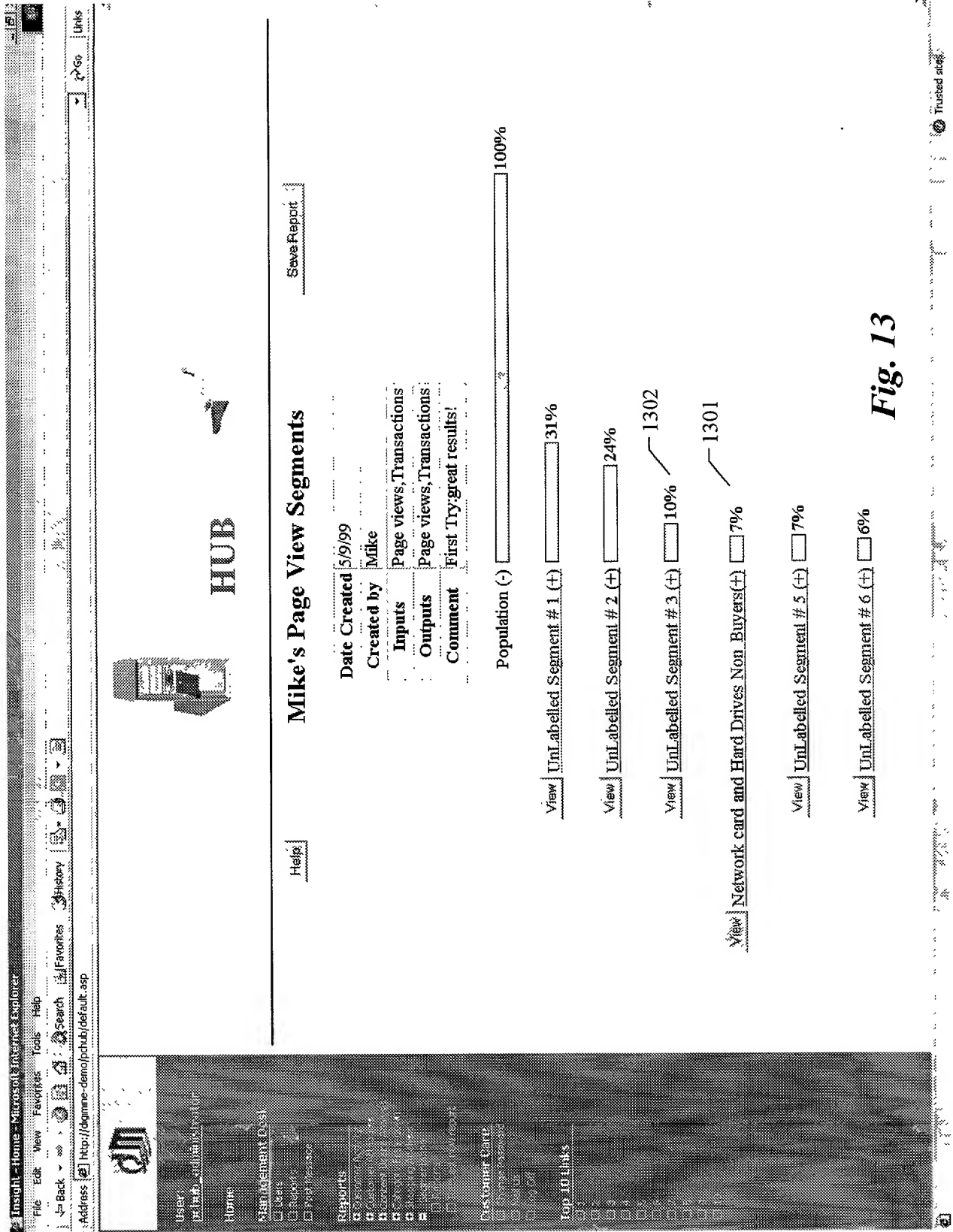


Fig. 12



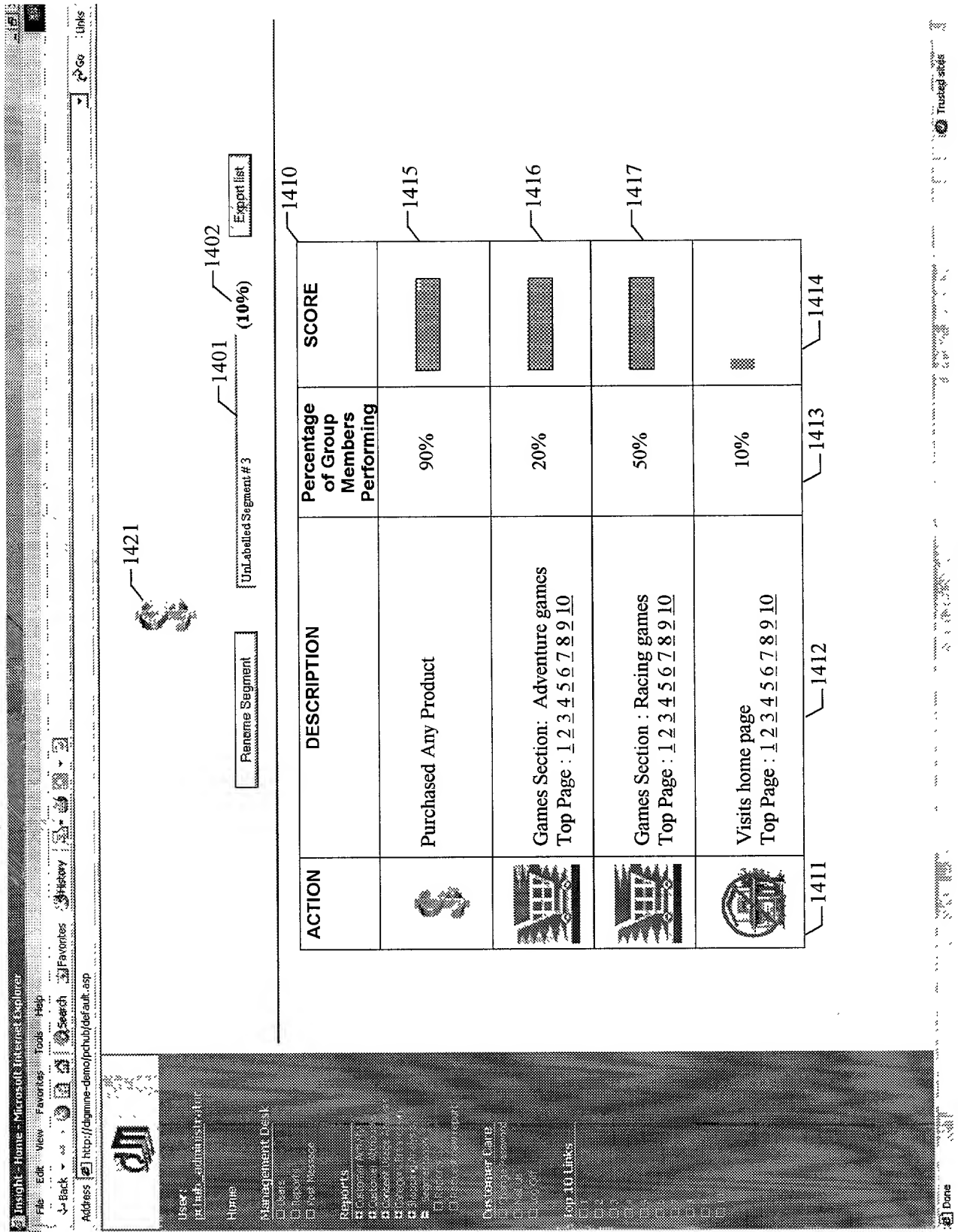


Fig. 14

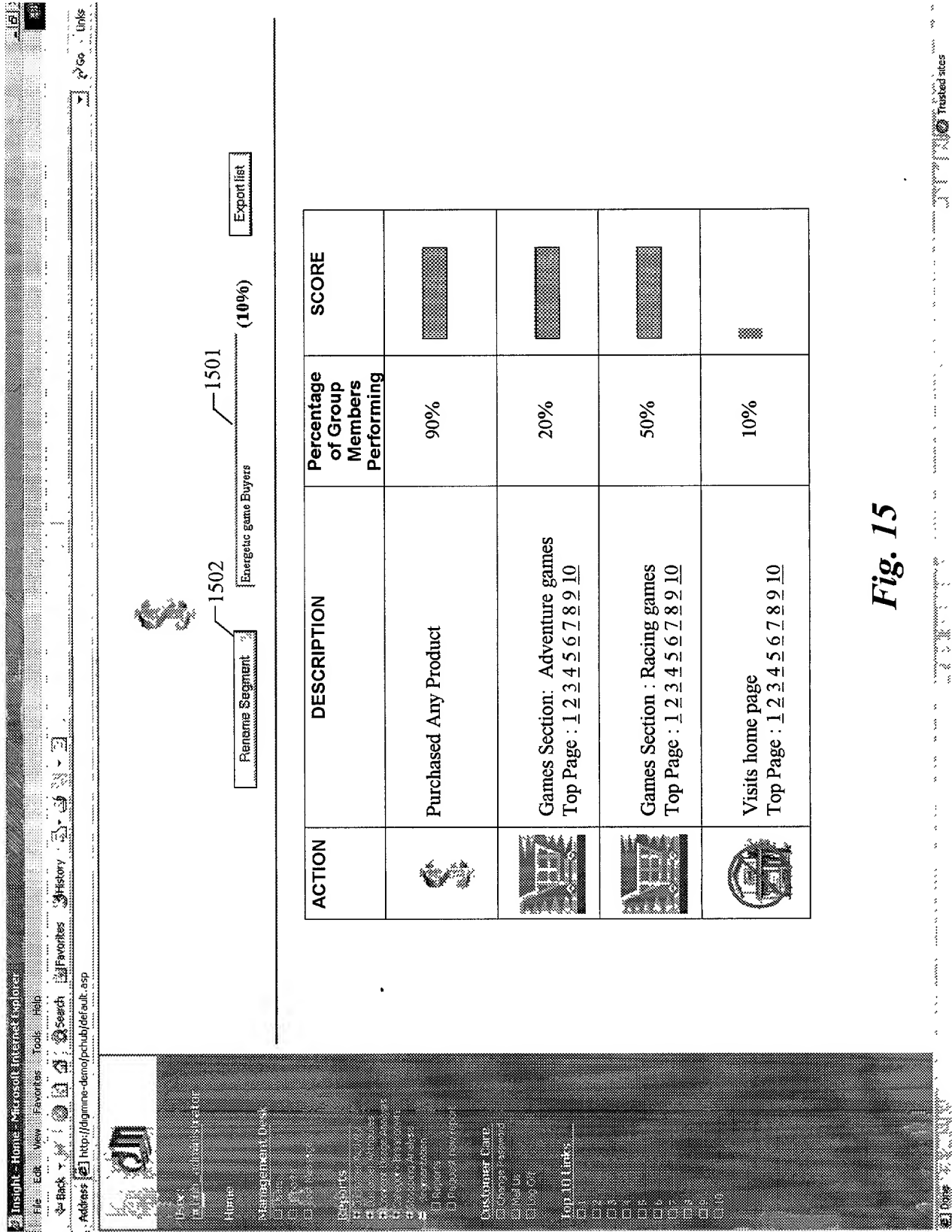


Fig. 15

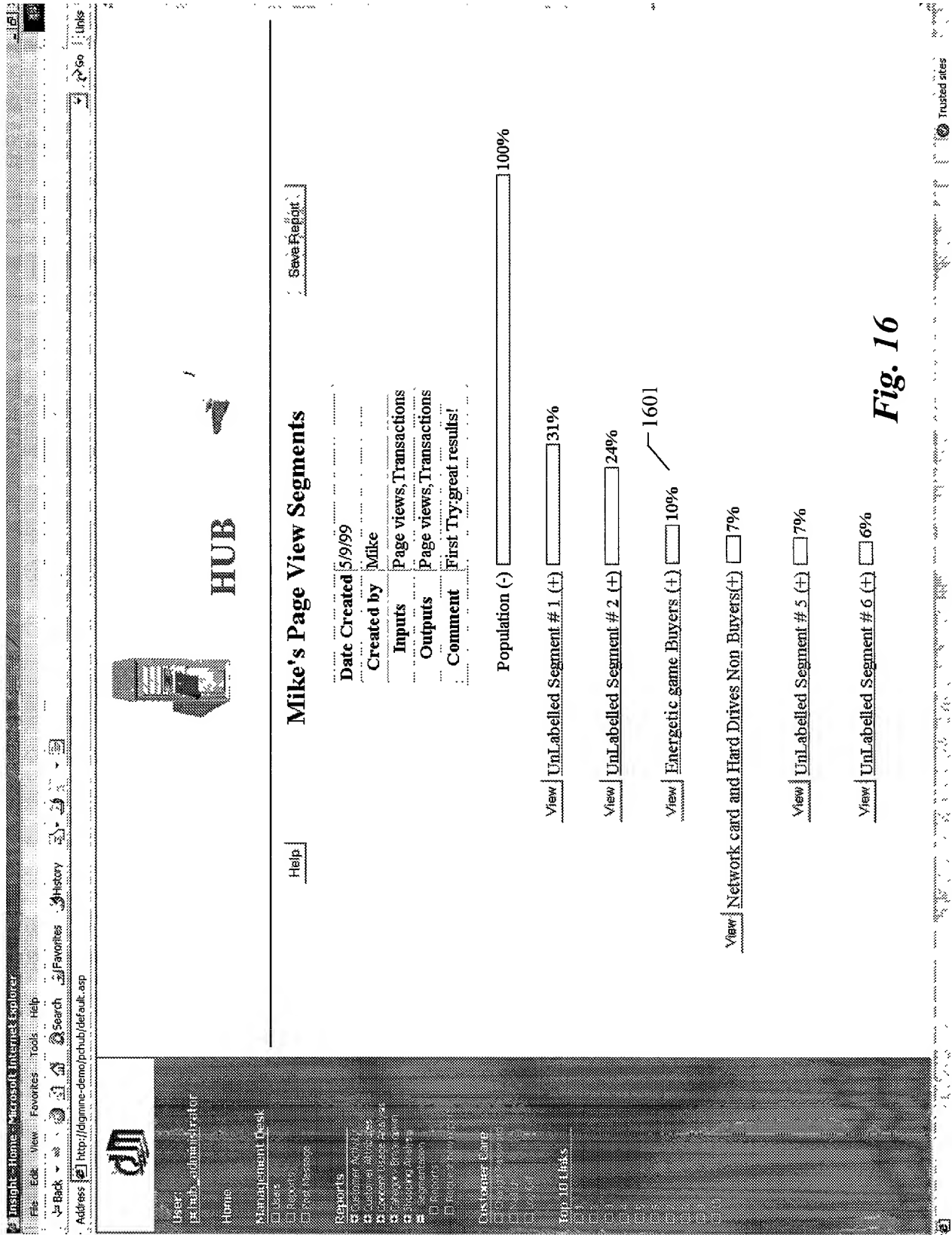


Fig. 16

